Canadian Radio-television and Telecommunications Commission
Conseil de la radiodiffusion et des télécommunications canadiennes
Canada

News Release

July 20, 1995

CRTC LICENSES LTA AS THE NEW PROVINCIAL EDUCATIONAL BROADCASTER IN ALBERTA

OTTAWA/HULL - The CRTC today announced that it has approved the acquisition of the assets of the Alberta Educational Communications Corporation (ACCESS) by Learning and Skills Television of Alberta Limited (LTA), which will continue to provide educational programming in Alberta. The licence is for a seven-year period extending from July 20, 1995 to July 19, 2002 (Decision CRTC 95-472). The applications by LTA, considered at a public hearing held in Edmonton in April 1995, follow the decision taken by the Government of Alberta to cease all direct funding to ACCESS beyond 1994.

"Our main reason for granting a licence to LTA is to ensure the long-term presence of a truly educational programming service for Albertans", CRTC Chairman Keith Spicer said. "Supportive interventions by educational institutions, educators and individual Albertans from across the province, as well as by broadcasters, independent producers, elected officials and others, show that there is a real need for such a service", he added.

At the hearing, the vast majority of interventions urged the Commission to approve LTA's plans to offer a service dedicated exclusively to educational programming. This service will supply a significantly greater amount of elementary and secondary school programs than is currently broadcast by ACCESS, as well as more post-secondary programs offering to the viewer the opportunity to obtain college and university credits. Much of the programming will be produced, co-produced or acquired by LTA on behalf of the Alberta Ministries of Education and of Advanced Education and Career Development.

The Commission acknowledges the importance to Albertans of maintaining and strengthening Alberta's educational television service. It commends LTA on its initiative and innovation in coming forward with a unique and well-conceived model for accomplishing these goals.

However, the Commission recognizes that the licensing of a private, for-profit commercial enterprise as a provincial educational broadcaster is without precedent, and that LTA's applications raise concerns that must be addressed if the educational objectives are to be reached and maintained over the long term. This is why it has required LTA to comply with conditions of licence that are somewhat different from the licensing requirements it has applied in the case of other provincial educational broadcasters.

Highlights of today's decision include:

LTA shall receive and maintain, throughout the term of its licence, the designations of provincial educational broadcaster and provincial authority for the Province of Alberta;

Not less than 60% of the broadcast year must be devoted to the broadcasting of educational programming directed to preschool children, or to programming leading to formal assessment and accreditation by an educational institution;

LTA may not broadcast more than six minutes of advertising material in any

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clock hour in a broadcast day and none of this advertising shall take place during programming to children under the age of 12.

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Copies of today's decision are available through our Internet home page, http://www.crtc.gc.ca , or in the public examination room at any of the following CRTC offices:

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